

ORDER



Orders

Order / Rev: 712789

Alt Order #: 06310623

Product Desc: SOBHANI FOR SENATE

Estimate:

Flight Dates: 09/12/12 - 09/18/12

Original Date / Rev: 09/11/12 / 09/11/12

Order Type: Political

WUSA

Primary AE: Aaron Ashe

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: SRH Media/ POL

Buying Contact:

Billing Contact:

2204 Countryside Drive

Silver Spring, MD 20905

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Sobhani, R / I / Senator

Demographic: A35+

Product Codes: PL-US Senate

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	90	\$106,150.00	\$90,227.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	90	\$106,150.00	\$90,227.50	0.00
Totals	90	\$106,150.00	\$90,227.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/12/12	09/14/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			3		\$400.00		0.00				
E 2	WUSA	09/12/12	09/14/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			3		\$450.00		0.00				
E 3	WUSA	09/12/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			3		\$250.00		0.00				
E 4	WUSA	09/12/12	09/14/12	9-930a Inside Edition	CM	9-930a	--WTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			3		\$200.00		0.00				
E 5	WUSA	09/12/12	09/14/12	930-10a The Insider	CM	930-10a	--WTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			3		\$200.00		0.00				
E 6	WUSA	09/12/12	09/14/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			3		\$700.00		0.00				

Order / Rev: 712789
 Alt Order #: 06310623
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Sobhani, R / I / Senator
 Product Desc: SOBHANI FOR SENATE
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	09/12/12	09/14/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	-- WTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--		3				\$850.00		0.00			
E 8	WUSA	09/12/12	09/14/12	3-4p The Doctors	CM	3-4p	-- WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--		3				\$450.00		0.00			
E 9	WUSA	09/12/12	09/14/12	4-5p Dr. Phil	CM	4-5p	-- WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--		3				\$600.00		0.00			
E 10	WUSA	09/12/12	09/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p	-- WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--		3				\$500.00		0.00			
E 11	WUSA	09/12/12	09/14/12	9 News @ 6p 9 News @ 6p	CM	6-630p	-- WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--		3				\$800.00		0.00			
E 12	WUSA	09/12/12	09/14/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	-- WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--		3				\$750.00		0.00			
E 13	WUSA	09/12/12	09/14/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	-- WTF--	:30	3	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--		3				\$1,600.00		0.00			
E 14	WUSA	09/12/12	09/16/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-- WTFSS	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTFSS		5				\$2,000.00		0.00			
E 15	WUSA	09/12/12	09/14/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	-- WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--		3				\$800.00		0.00			
E 16	WUSA	09/15/12	09/15/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$3,000.00		0.00			
E 17	WUSA	09/15/12	09/15/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$4,000.00		0.00			
E 18	WUSA	09/16/12	09/16/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$8,000.00		0.00			
E 19	WUSA	09/16/12	09/16/12	1135p-1205a Sports Plu Sports Plus	CM	1135P-1205A	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$300.00		0.00			
E 20	WUSA	09/12/12	09/12/12	Wed Prime B Criminal Minds	CM	9-10P	--W----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----		1				\$5,000.00		0.00			
E 21	WUSA	09/12/12	09/12/12	Wed Prime C CSI: Crime Scene Investigation	CM	10-11P	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Sobhani, R / I / Senator
 Product Desc: SOBHANI FOR SENATE
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WUSA	09/12/12	09/12/12	Wed Prime C CSI: Crime Scene Investigation	CM	10-11P	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$3,500.00		0.00			
E 22	WUSA	09/14/12	09/14/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$4,000.00		0.00			
E 23	WUSA	09/12/12	09/14/12	CBS Evening News CBS Evening News	CM	630-7p	--WTF--	:30	3	\$3,500.00	P-2	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$3,500.00		0.00			
E 24	WUSA	09/16/12	09/16/12	NFL Today NFL Today	CM	NFL Today	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$800.00		0.00			
E 25	WUSA	09/17/12	09/18/12	CBS Evening News CBS Evening News	CM	630-7p	MT-----	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$3,500.00		0.00			
E 26	WUSA	09/17/12	09/18/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$450.00		0.00			
E 27	WUSA	09/17/12	09/18/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$500.00		0.00			
E 28	WUSA	09/17/12	09/18/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$300.00		0.00			
E 29	WUSA	09/17/12	09/18/12	9-930a Inside Edition	CM	9-930a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$250.00		0.00			
E 30	WUSA	09/17/12	09/18/12	930-10a The Insider	CM	930-10a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$250.00		0.00			
E 31	WUSA	09/17/12	09/18/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MT-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$700.00		0.00			
E 32	WUSA	09/17/12	09/18/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$900.00		0.00			
E 33	WUSA	09/17/12	09/18/12	3-4p The Doctors	CM	3-4p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$500.00		0.00			
E 34	WUSA	09/17/12	09/18/12	4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$750.00		0.00			
E 35	WUSA	09/17/12	09/18/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MT-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Product Desc: SOBHANI FOR SENATE
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 35	WUSA	09/17/12	09/18/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MT-----	:30	2	\$700.00	P-2	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----	2		\$700.00		0.00					
E 36	WUSA	09/17/12	09/18/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	:30	2	\$900.00	P-2	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----	2		\$900.00		0.00					
E 37	WUSA	09/17/12	09/18/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	:30	2	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----	2		\$800.00		0.00					
E 38	WUSA	09/17/12	09/18/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MT-----	:30	2	\$1,800.00	P-2	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----	2		\$1,800.00		0.00					
E 39	WUSA	09/17/12	09/18/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	2	\$2,500.00	P-2	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----	2		\$2,500.00		0.00					
E 40	WUSA	09/17/12	09/18/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	MT-----	:30	2	\$900.00	P-2	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----	2		\$900.00		0.00					
Totals													90	\$106,150.00